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Professional Genre

On January 2, 2013, Neal Bland (18), Anthony Wade (19), and Keagean Arrington (19) have all been charged with capital murder of Joshua Wood; age 22. December 21, 2012; the day that sneaker enthusiasts waited on for months. On that day, the highly collectable and extremely popular, Air Jordan “Bred” XI released for the first time since 2001. Joshua was among the lucky people who were able to purchase a pair for $185 that morning. The three men listed witnessed the victim purchase the shoes at the mall and after, followed the victim home. They had every intention of stealing those shoes from Joshua, but things didn’t go as they planned. The three men walked away with capital murder charges rather than a robbery charge. Those three men took an innocent man’s life over one pair of sneakers. Is a pair of sneakers really worth so much as someone’s life? Thousands of dollars is one thing but no amount of money is equal to a man’s life. How could a pair of sneakers drive people to such extremes?

As Joshua (the victim) and his passenger pulled into the parking lot of an apartment complex, a car with the three men pulled out in front of them and all three men proceeded to exit the vehicle wielding guns. The passenger in the car made a run for it and tried to get help from the neighbors. As he ran away he began to hear gunshots. They had begun to fire at Joshua and successfully hit him. Initially Joshua sped away in the car but not long after he wrecked the car in between two houses. He was declared dead at the hospital from his injuries.

Air Jordan sneakers have been around since the early 80’s and have done nothing but grow in popularity sense. With so many special releases and rare color ways, the price of these shoes can grow to numbers that some people could never imagine spending on a pair of shoes. The demand for these shoes is incredible. With a lot of people not having the resources to purchase the shoe after general release due to the significant price mark up; people rely on these hectic release dates to get the shoes. Why is the demand for these sneakers so high? What makes them so popular? Is it a social thing that makes people feel like they need to have them because everyone else does? Or maybe it’s the name behind the shoe; Michael Jordan.

This extreme demand drives people to do extreme things. From huge fights breaking out in the middle of a mall, to robberies, and in the most extreme case, murder. People actually want the shoe, THAT badly that they are willing to take a person’s life over them. That’s what these shoes have come to. There is a lot of bad people in this world, if one group of teenagers is wiling to take a life over a pair of shoes, there is many other people willing to commit the same crime. That’s the world we live in today. This can and most likely will happen again in the future, so are Air Jordan’s “not safe?

The last thing any company wants is for their product to be linked with violence, and The Jordan Brand has recognized that problem. They are coming up with several ways to keep the releases out of stores and make the releases more interesting. Although they will never be able to take Jordan releases completely out of stores due to their contracts with several shoe distributers, they can keep the specialty releases out. Which are essentially the shoes that will have extreme value.

Just recently the Jordan Brand tried a new way of releasing the shoe. Rather than releasing them in selected Foot Locker locations, they did an online release. It kept people out of the mall, and it gave criminals no way of knowing who purchased the shoes and whom they could steal them from. All over the country people sat at their computers and smart phones waiting for the release. The shoe sold out in a matter of seconds. For me personally I had 4 computers up and running to try and purchase a pair and was unable to. The demand was that high. Ultimately the shoe released with no problems. We could potentially see this in the future from Jordan brand for the highly anticipated and popular releases.